

Durene Will Be Expanded

Greatly expanded use of Durene yarn after the war, according to requirements will be minimized, according to a statement by Richard P. Scott of New York, president of the Durene Association, in an interview with the Charlotte Herald.

W. H. Stutenfield of Charlotte, an executive of the American Yarn & Processing Co. of Mt. Airy, is vice-president of this association, which has a membership composed of companies engaged in production of fine cotton yarns.

Current activities and future plans in connection with the merchandising of the Durene yarn, of mercerized cotton, were discussed at this two-day meeting in the Hotel Charlotte, May 22.

Mr. Scott pointed out that while a major part of the production of members of the association continues to be allocated for the use of the armed forces and the amount now available for civilian goods is comparatively small, manufacturers and retailers are expressing widespread interest in merchandise of Durene and are making plans for expanded future use of this yarn.

Commenting on the anticipated scope of Durene yarn usage, Mr. Scott made the following statements:

"In hosiery, largest current market of Durene yarn, larger poundage is expected for men's half hose, women's and misses' anklets and children's socks, in all of which the extra comfort and strength provided by quality mercerized yarn is of importance.

"Children's outerwear manufacturers report projected plans for increased use of Durene yarn in this field the high absorbency, smoothness and lustre of the yarn, as well as its wearing and washing qualities, are especially important.

MALE'S UNDERSHIRTS

"The already significant volume represented by men's and boy's undershirts will be expanded, and production of knitted briefs, made of men's pajamas, knitted of Durene line knit with elasticized response, similar styles for women and children are now planned.

"A notable number of underwear and outerwear items formerly made of unmercerized cotton yarns are now being made of Durene, multiply mercerized cotton yarn. Initial quantities have already appeared priced only slightly higher than the unmercerized numbers.

"Many department and chain stores have already set up new buying specifications for use when goods can be produced without wartime restrictions. In cases Durene yarn is to be specified for the "better" and "best" price line classifications.

"New woven fabrics of Durene await release of more yarn for civilian purposes. These include towels for men's and women's raincoats and children's swimwear, upholstery and drapery fabrics and materials for intimate apparel. Considerable experimental work is also being conducted in thread knits of Durene for use in garments, draperies and slipcovers.

QUALITY EFFORTS

"Durene Association activities will continue to focus on quality. Durene yarn is produced only under controlled standards that assure quality. These standards are maintained by the fine membership, individually and the Association makes additional checks on quality testing Durene yarn in an independent testing laboratory.

"Merchandise made of Durene yarn is also subject to a quality control. The trade-mark Durene is licensed for use only on merchandise of good quality and workmanship which can meet the performance tests of a qualified testing laboratory. Durene quality control has proved to be of practical value to manufacturers and retailers in merchandising goods of Durene yarn.

"The qualities of Durene yarn which are of particular interest to the consumer—extra comfort, strength, quality and service—are featured on the Durene label. This identification on garments is gaining general recognition as a hall mark of quality yarn. One indication of this extreme acceptance is that during the past year when merchandise of Durene has been scarce than ever before, there has been a marked increase in retail store advertising featuring the advantages of merchandise of Durene yarn.

"The Association provides teachers and students of colleges and schools with factual educational material concerning quality mercerized cotton yarn. Requests for this material in the last six months have come from all 48 states, the District of Columbia, Alaska, Hawaii, Puerto Rico, Canada and Australia. Sales training manuals for retail stores are also provided by the Association. Current demand for this type of material indicates the importance which stores attach to supplying their people with factual consumer information about goods offered for sale."

Failure As A Military Threat

Japs In Feeble Attacks On Western Coast With Balloon Borne Bombs

By EDWARD H. BIGGS
WASHINGTON — (AP) — Japan, gradually being blasted to bits by Superfortresses, is striking back at the United States with bombs hitched to big, free-flying paper balloons.

So far, however, sporadic attacks during the past several months have not caused any property damage and, in no sense, are the balloons considered a "military threat."

The Army and Navy so said late yesterday in a joint announcement.

It was the first public disclosure that the unmanned balloons—wafled perhaps from submarines or the Japanese home-

land—are hitting North America, similarly. However, the attacks have been an open secret with many newspaper men and hundreds of residents in the western part of the country.

The balloon bombing was the first reported Japanese attempt to attack the United States since occasional submarines and submarine-based planes stole up the West Coast in 1942 to strike at oil fields and defense installations.

The wraps were taken off the story because the two services thought the public should be warned about the potential dangers of unexploded bombs dropped by the balloons.

Emphasizing that there is no need for alarm, the services said they felt that saving even one American life through precautionary measures would more than balance any benefit the Japanese might get from learning simply that the balloons have reached North America.

The enemy would like to learn specific details as to the points at which the balloons landed and the effect they have had, the Army and Navy added, but they have no intention of telling the Japanese find out.

"Such information would permit him to evaluate the result of his fantastic effort and possibly correct his methods," the joint

statement said. There was no official hint, beyond the description "long-range" attacks, as to their origin.

About 35 feet in diameter, the balloons are made of gray, white or greenish blue paper. They cannot be controlled.

The chances that any given place in this country might be hit, the Army and Navy said, "is only one in many millions."

The bombs, suspended beneath the paper bags, apparently are designed to set forest or brush fires. Although some of the balloons have landed or dropped bombs in

isolated areas, no fires have been started so far. The public, however, was cautioned to be on the alert for such incidents.

EDUCATIONAL CAMPAIGN

To acquaint the public—especially children west of the Mississippi—with the dangers of the balloons, the War Department has begun an educational campaign in co-operation with schools and civic organizations.

Meanwhile, the services cautioned that some unexploded bombs may be found in isolated or wooded spots or beneath melting snow. They warned that under no circumstances should anyone not acquainted with bombs approach or touch any unfamiliar object.

The statement, printed in newspapers and radio stations for helping to keep information of the balloon landings from the Japanese, asked for continued co-operation and requested civilians to refrain from discussing any specific balloon incident.

In the event of a casualty, it said, "it will serve the national interest if the press and radio and all civilians will refrain from connecting such casualty with enemy action."

Paper mills making war shipping containers cry for more waste paper. Collect every possible scrap and give to any school boy, charity or collector.

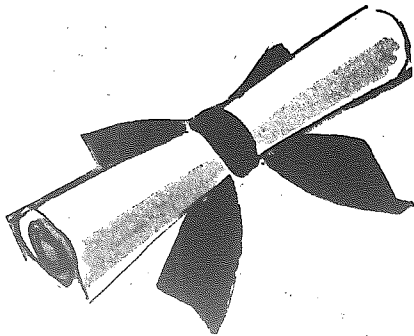
Elon Degree To Truman

ELON—(AP)—Elon College has awarded President Truman his honorary degree, that of doctor of laws, at its commencement exercises May 22, but the President will not be able to receive it in person because of the press of his duties in Washington.

Arrangements for the award were made as the result of correspondence between President Truman and Senator Smith of the college and Senators Bailey and Snow.

There have been 2,000 freshmen in north and east central Ohio during the last 2,000 years.

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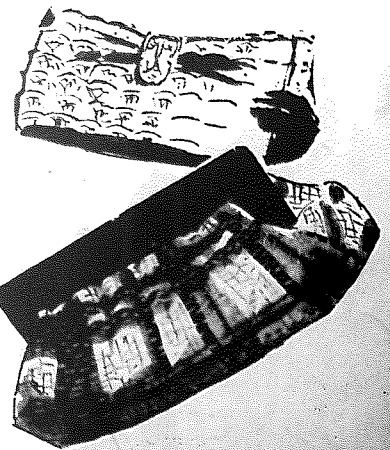
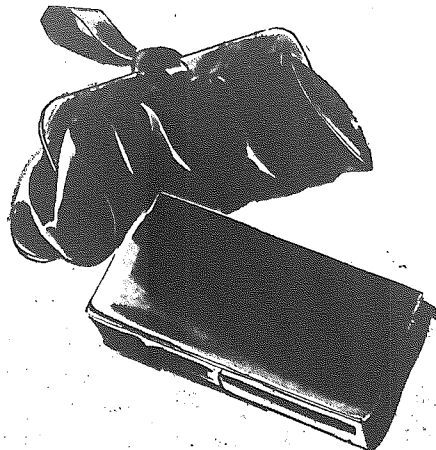
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Dr. Parker To Hold Services

Dr. Morrow Parker of the Bob Jones College in Cleveland, Tenn., will begin a series of services here at 11th Central Baptist Church Sunday at 11 A. M. He will conduct services each day at the church through June 10.

The guest minister is director of religious activities at the college. He is well known, as he has served as president of the International Association of Young People's Fellowship Clubs and as national secretary of the Gospel Fellowship Association as well.

Dr. Parker will be accompanied by his wife and Herbert Hoover of Tennessee. Mrs. Parker, pianist and singer, will assist her husband. Mr. Hoover will direct the singing during the series of services.